

AMERICAN NURSERYMAN

CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Vol. XL

AUGUST, 1924

No 2

PAINESVILLE NURSERIES

TREES

We usually illustrate here something we want to sell.

This time we leave a blank for you to mentally fill in the thing you want to buy.

PLANTS

Sure we have it. That's what our twelve hundred acres are for.

And wonderful growing weather too.

SEEDS

You just name the picture, say how many, agree to price and leave the rest to us.

Thank you.

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1200 Acres

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ORNAMENTAL TREES
SHRUBS
PERENNIALS, EVERGREENS**

W. & T. SMITH COMPANY

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Bridgeport Nurseries

Largest in Indiana

Offer in carload lots

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Cherry, 1 & 2 yr.

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Sugar Maple, 1 $\frac{1}{2}$ inch and up

These are our own growing
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please.

Also a general line of other
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INDIANA

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Princeton in New Jersey

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August first,

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MONROE - - - - MICHIGAN**

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ORNAMENTAL TREES

—SHRUBS—

PERENNIALS and ROSES

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CHERRY

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GENEVA, N. Y.

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A great labor saver.

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Mass., April 1, 1924.
"The stock looks first class in every respect."

Ohio, April 7, 1924.
"The shipment of Maple have just arrived. They are in
good shape and we are well pleased with them."

Ontario, April 25, 1924.
"We received the stock all O. K. Found it in good con-
dition and very satisfactory. A very fine grade of stock."

Tenn., April 28, 1924.
"We are greatly pleased with the seedlings we bought
from you."

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Myro
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French Pear
Pyrus Ussuriensis (Blight resistant)
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Nurseries & Orchards Co.
LOUISIANA, MO.

AMERICAN NURSERYMAN---August, 1924

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

Advertising—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earliest operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN" will be sent to any address in the United States for \$2.00 a year; to Canada or abroad for \$2.50 a year. Single copies of current volume, 20c; of previous volumes, 15c.

RALPH T. OLCOTT
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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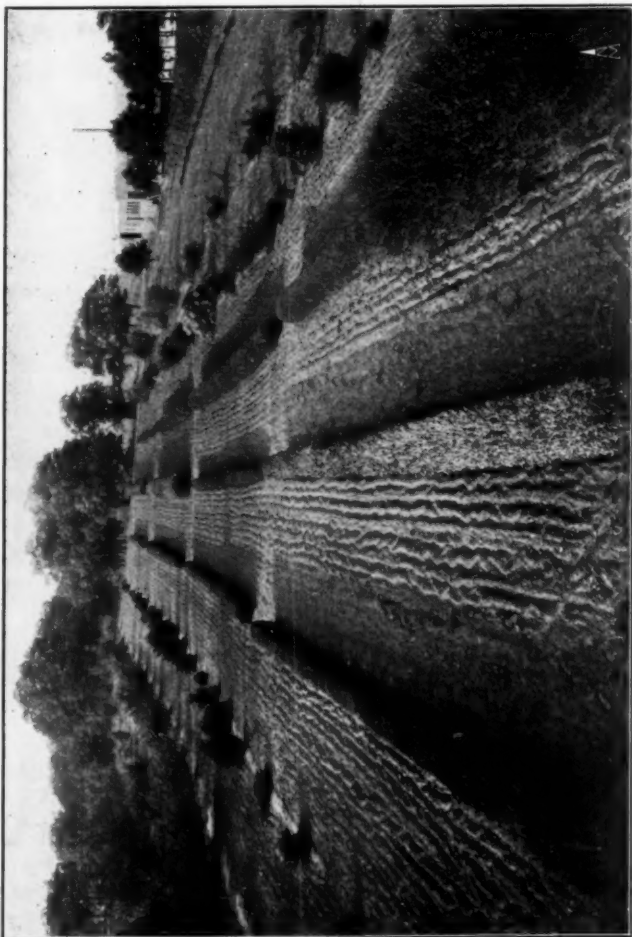
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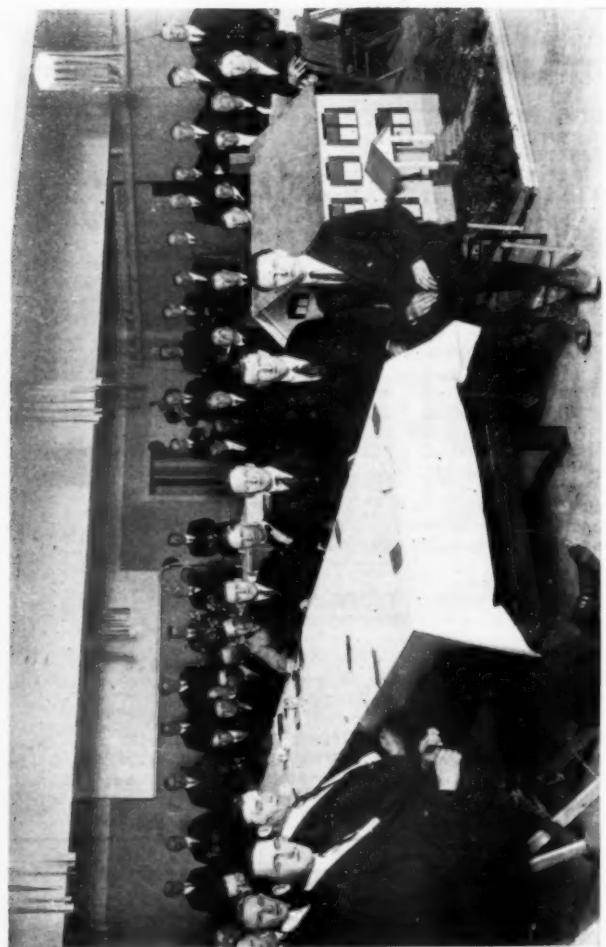
A LIVELY NURSERY CONCERN IN MINNESOTA



Representatives of the Wedge Nursery, Albert Lea, Minn., In Horticultural Course at University of Minnesota. This Course Is Supplemented by Attendance of the Salesmen at Nursery Demonstrations Each May



Wedge Display Park Maintained at the Nursery at Albert Lea—For Local Visitors and Tourists



Salesmen of the Wedge Nursery in Annual Convention and Practical Study of Nursery Methods

American Nurseryman

The Chief Exponent of the American Nursery Trade

National Journal of Commercial Horticulture

Entered September 1, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XL

ROCHESTER, N. Y., AUGUST, 1924

No. 2

HIGHLY PRACTICAL TRAINING OF NURSERY SALESMEN

By V. L. RUSHFELDT, Sales Manager Wedge Nursery, Albert Lea, Minn.

MOST of the Nursery stock sold in this country is sold through salesmen. Many of these Nursery salesmen have been on the road for years. These old timers, of course, have a good store of practical knowledge about fruit trees and ornamentals which they pass on to the planter. But, what about the new men that are being hired every week by the various Nurseries of the country? What do they know about trees and shrubs? In most cases they are equipped with a plate book, order books, and probably a list of instructions, and then turned loose. "Go out and get the business," you tell them. "Everybody is interested in Nursery stock. You'll get your share of orders if you talk up."

If the man is a good one, better than the average, he will work a few months and do pretty well. But even the best of them need something besides "pep" letters from the office. They soon get fed up on the "bully for you" stuff. Even with a good house organ, showing the high records for each week, or a trip to the Nursery occasionally and a talk with the sales manager, the real worth-while representatives will in time begin to lag. The poor ones will drop out automatically. You would yourself if you were in their shoes.

You go to your Nurseryman's association meeting once a year and perhaps to the National Convention, where you have a chance to relax for a few days and incidentally get some good out of the meetings. You go back to the job with renewed vigor. You have learned that there are others who have the same problems as your own. As you perform your tasks from day to day, you know that your competitor is also working. You are conscious of that feeling of fellowship that exists among members of any loyal organization.

Then, why not apply the convention idea to your sales organization? Your salesmen are as human as you are. One Nurseryman, when asked this question answered, "Why I wouldn't dare to call all my men together. They would find out too much about what the other fellow was getting." Of course, if that's the kind of sales organization you have, you are better off without conventions. But, if you are giving all your men a square deal, and have a uniform selling contract, which you are not ashamed to have looked over in daylight by any of your organization, you will find a sales convention a wonderful stimulant. It puts a kick into the summer's selling campaign that cannot be secured from letters or bulletins.

From the point of education alone, sales meetings are worth the price. A good man soon picks up an abundance of information in the field, but let him attend a three or four day session of intensive training at the Nursery in the company of thirty-five or forty others engaged in the same line of work, and you soon have a heavy hitter. He

gains a greater respect for his work. He is of more value both to his firm and to the community in which he sells. He absorbs that feeling, so necessary to success, THAT HE IS SOMEBODY.

We (the Wedge Nursery) have been asked to tell something of our sales conventions so we will present the facts as briefly as possible. Our first meeting was held in January 1918, for we figured that winter time would be the best time for most of the men to get away. Only about a dozen attended which was quite discouraging. In 1919 and 1920 the World War interfered with our convention plans but in 1921, we attempted it again, this time holding it in May just after the spring deliveries. About twenty of our best men attended and we felt repaid for our effort. Ever since then we held a regular annual sales meeting and our men have come to look forward to it. At our last convention, which was held the last week of May, approximately forty salesmen attended, which we consider fairly good since every representative pays his own railroad fare to and from the meeting. After they are here, we furnish the entertainment, meals and lodging.

There is no question that these gatherings are a paying proposition. We notice it in sales. We are getting better men. Our selling organization is becoming a loyal group, made up of men whom we can feel proud of. But, perhaps the best use of all, to which we can put our conventions, is the training of new men. We make it a special aim to get our recruits together for these meetings. Instead of having to spend our own time to enthrone new men in selling we let our old timers do it. The new man has a chance to meet and talk with our representatives who are making a success of it.

The programs at our training course are made as attractive as we can plan them. Outside speakers are invited to give talks on allied subjects. We always get a few experts down from our State Agricultural College. Landscape architects are generally a feature on our program and actual work is done in the way of drawing, planting, pruning, etc.

Minnesota is particularly fortunate in having a horticultural department at the State Agricultural School, which is willing and anxious to co-operate with Nurserymen of the Northwest. Besides being ever ready to furnish speakers for the conventions of the kind just described, they went us one better this last winter. They set aside one week of their winter Horticultural Short-Course entirely for Nurserymen and Nursery salesmen. Most of the Nurseries in this section took advantage of Nursery week and sent their salesmen to the meeting as well as attending themselves. Realizing the value of this kind of a gathering, about twenty-five Wedge representatives took in the entire week.

It stands to reason that a salesman who knows something about his line can do better work than a bluffer. In fact, it is pretty safe to say that the more any salesman knows about his product the more he will sell. That's the way it is working out for us and if we can be of any assistance to other Nurseries who would like to know more about our conventions, we shall be glad to hear from them.

Say you saw it in "American Nurseryman."

"KNOW YOUR GOODS" is the Wedge Nursery sales slogan. Wedge representatives attend one or two salesmen's meetings every year to study better selling methods. Small wonder that Wedge salesmen make good.

Here is the program of the Wedge Nursery salesmen's convention held in Albert Lea, Minn., May 27-29, 1924—a model arrangement which might well be followed generally:

Tuesday Morning, May 27

- 10:30—Greeting, R. C. Wedge.
- 11:00—Why a Salesman's Convention?—V. L. Rushfeldt.
- 11:30—I'm Here Because—Salesmen.

Tuesday Afternoon

- 1:30—Types of Evergreens and Where to Use Them—R. C. Wedge.
 - 1. Spruce; 2. Pine; 3. Fir; 4. Cedar.
- 2:30—How We Grow Evergreens—L. P. Wedge.
 - 1. Seed Bed Stage; 2. Baby Transplants; 3. Field Stage.
- 3:30—Identifying Evergreens—R. O. Danson.

4:15—Selling the Hedge—V. L. Rushfeldt.

Wednesday Morning

- 9:00—How We Grow Nursery Stock—Bennett Gudvangen.
 - Methods of Propagating: Fruit Trees—Bench Graft, Crown Graft, Budding. Small Fruits—Strawberries, Raspberries, Grapes. Shrubs—Cuttings, Layering, Grafting, Seed, Division. Shade Trees—Approach Graft, Seeds, Cuttings, Grafting.
- 10:00—Planting Demonstrations—By Pacemakers.
 - Shrubs, A. F. Rushfeldt; Fruit Trees, A. S. Anderson; Evergreens, R. O. Danson; Strawberries, F. A. Rolph; Perennials, O. J. Youngstrom.

Wednesday Afternoon

- 1:30—Talk on Advertising—J. L. Bodge, McMartin Adv. Agency.
- 2:30—Inspection Trip through Nursery—R. C. Wedge, Guide.
- 4:00—Selling Helps for New Men—V. L. Rushfeldt.
- 5:00—Pacemakers' Hour.

Thursday Morning, May 29

- 9:00—Locating and Planting the Orchard. Questions and Answers on Fruit Varieties.

How Crowding Effects the Apple Tree—Prof. W. G. Brierley.

Thursday Afternoon

- 1:00—Pointers About Landscaping. Demonstration Planting—Prof. C. E. Cary.
 - Where to Place High Shrubs, Facer Shrubs, Correct Grouping, Finishing Off the Job.

Thursday Evening

Convention Banquet—Somigael Hall.

Citrus Stock for Arizona

Unquestionably the most satisfactory citrus stock in commercial use in Arizona at the present time is the common sour orange, budded 8 to 12 inches above the ground. This stock has the distinct advantage over other stocks of being more resistant to gum diseases. It is well adapted to grapefruit and the standard orange varieties as is evidenced by the excellent growth and good bearing qualities of the older groves in Arizona where it has been used.

PACIFIC COAST NURSERYMEN IN CONVENTION



Seventy-five Pacific coast Nurserymen, representing an acreage of 2,500 attended the annual convention of the Pacific Coast Association of Nurserymen, at the Commercial club, Yakima, Wash., July 15-17, President F. W. May, of Yakima, presiding; C. A. Tonneson, secretary. Pending legislation for increase in parcel post rates was opposed. "The parcel post increase, if adopted, equals, if not exceeds, the express rate, which is excessive. It would not only take away the value of parcel post to the Nurserymen but to other business men and it is evident the added cost would be met only by the ultimate consumer," says the motion proposed by S. A. Miller and C. D. Hobbs of Milton, Ore. Copies of the resolution will be sent all members of the Pacific coast association, members of congress, county horticultural societies and the American Association of Nurserymen.

O. C. Soots, Commercial club secretary, in his welcoming address told the delegates of the valley as a place with 3,000,000 trees, an exact reproduction of the Garden of Eden. He admitted the valley fruit crop had been damaged at least 35 per cent by frost but predicted a greater aggregate return than last year when a total of 25,000 cars was rolled away to market.

F. A. Wiggins of Toppenish said the coast Nurserymen should feel a just pride in the development of the valley and that a new field, that of making beautiful the homes made possible, was just now opening. "In spite of all the trouble and turmoil through which the fruit industry is passing, there will soon come a better time. We are all interested in securing lower freight rates. The grower's problems are our problems and we must co-operate with them."

ADVERTISING IS ADVISED

B. R. Sturm, Toppenish; F. E. Erbland, Yakima; and C. D. Hobbs, Milton, were appointed members of the resolution committee. President May made three recommendations in his annual address which were referred to the resolution committee. Uniform grades, business ethics, and the regulation of supply and demand, are the points he emphasized.

"Some complaint has come to me of the grading standard adopted at Boise last year. Specifications of the American association differ from those of the Pacific coast and we have proposed the national adopt our standards in one year stock and we accept their standards in two year stock."

He declared the ethical standard among Nurserymen is high but that on account of the variation in individual stock the customer was often confused. He urged a general educational campaign and an advertising of wares.

MUST EDUCATE PUBLIC

"The buying public will pay a fair price for a good article. It behooves us to teach the difference between good and bad stock. A surplus has existed too long among Nurserymen and it is time a check was taken to ascertain the demand and supply," the president concluded.

C. A. Tonneson of Burton branded the past year as a trying one for Nurserymen, due to a measure to the Nurserymen's failure to take into consideration the law of supply and demand. He said the ornamental Nursery business has been good for some time, far better than the general fruit work. He urged Nurserymen to co-operate with fruit growers especially beginners, who are prone to plunge too heavily.

DELEGATES ARE LISTED

Tonneson was highly complimented by a motion indorsed by the convention. He has been secretary of the coast association for some time and is considered a national figure in Nursery circles.

Delegates to register at the opening session are: Yakima—F. W. May, J. R. Snyder, W. D. Ingalls, F. F. Erbland, A. Harron; Toppenish—B. R. Sturm, F. A. Wiggins, C. J. Atwood; Wenatchee—J. A. Snyder, A. T. Gossman; Portland—A. H. Steinmetz, D. A. Lewis, Albert Brownell, J. Teser; Des Moines, Wash.—J. L. Rieth; Ellensburg—I. I. Moffet; Seattle—C. Malm, R. L. Guttebo; Husum—A. C. McCormick; Milton—

C. D. Hobbs, C. B. Miller, S. A. Miller; Richmond Beach—J. W. Deams; Kimberley, Ida.—Mrs. Florence Wright; Sumner—Mrs. May Burglehaus; Tacoma—George Lawler; Centerville—C. H. Smith; Woodburn, Ore.—F. W. Settlemyer; and John C. Chase of New Hampshire.

SECRETARY TO COLLECT DATA

The convention voiced its entire approval of the past association program as carried out by C. A. Tonneson of Burton, secretary, when it tabled a motion calling upon the executive committee to assist in preparing supply and demand data.

Secretary Tonneson will continue to collect and give out market and supply information in the future as during the past several years. He has been secretary of the Pacific coast association continuously since its organization 22 years ago and has devoted full time to the work for the past three years.

"I always take the executive board and many of the members into my confidence in much of my work," the veteran secretary said.

EDUCATIONAL SURVEY MADE

The educational survey brought out the fact, startling to even the oldest and largest Nurserymen, that only a small per cent of the seedlings planted actually passed into the hands of the customer for any sort of a profit.

F. W. Settlemyer of Woodburn, Ore., estimated the loss at 25 per cent over a 10 year period on account of losses in germination or stand due to failure of seeds, buds, grafts or of lining out stock.

"No two years are the same and although you may do the same kind of work each year your results will not correspond. Two years ago I got a 95 per cent stand of peach trees and under the same methods I got only a 25 per cent stand last year," Settlemyer said.

He said the number of seedlings lost annually amounts to about 10 per cent, although upon a first look over the row it seems every seed has grown. "The success of peach pits is due mainly to the quality of the pits. The best stand of peach pits I have had was last year. I got 200,000 seedlings to a ton. The average over 10 years is about 75,000."

LOSSES ARE FIGURED

S. A. Miller of Milton believes the loss over 10 years due to climatic conditions is 25 per cent. Nurserymen estimate the loss due to both causes at 60 per cent. C. B. Miller of Milton places losses due to cancellation of orders at a small figure.

"We make salesmen responsible for poor collections and cancellations. It is necessary to give extra compensation with the added responsibility, but it pays. Otherwise the salesmen feel the Nursery will carry the brunt and will go out to sell, regardless of the type of customer," Miller stated. C. J. Atwood of Toppenish, who conducted the educational session, believes the cancellation losses are at least 10 per cent and are heavier than the average Nurseryman thinks.

F. A. Wiggins of Toppenish, said probably all the figures are a little high but that they are worthy of careful scrutiny.

It is estimated the association controls an acreage of 10,000, of which 4500 is in Washington and Oregon. Washington has some 1500 acres in the organization. The organization has 200 members, 75 per cent of the Northwest growers and 25 per cent of the California growers.

BULB GROWERS CONSIDERED

It was voted that as the bulb growers were constantly becoming more prominent in another year more attention should be given them in the convention. To encour-

age small Nurserymen to join the association a special \$5 membership fee for all Nurserymen doing \$2,500 annual business or less was adopted. Those doing more than a \$2,500 business will be expected to pay \$10 dues.

Policy of Washington State college in selling Nursery stock of a supposed inferior grade and at cut rate prices was severely criticized at the closing three day session of the Pacific Coast Nurserymen's association in the Commercial club, F. A. Wiggins, Toppenish; C. A. Tonneson, Burton; M. McDonald, Orenco; S. A. Miller, Milton, are members of a special committee who have taken the issue up with the college and who were instructed to continue the investigation.

STOCK NOT UP TO GRADE

"It is the college's purpose to aid in reforesting the east side of the state and I believe the idea a good one. However, in doing so the college, a taxpayer's institution, is interfering with legitimate Nurserymen," Wiggins reported. "The trees sold by the college are small and not over 10 per cent of them live. By purchasing the stock from the University to Idaho it is able to break even on the venture but is probably making no money. The committee inspected the Idaho Nursery and found it a disgraceful affair," Wiggins continued.

Tonneson reports the Idaho situation has been taken up with the Idaho governor, who is himself a Nurseryman and who will likely make some change. The Nurserymen are high in their praise of the state college in promoting the planting of trees and endeavoring to educate the people, but they believe the college should not enter commercial business.

CURBSTONE DEALERS CRITICISED

War on curbstone Nursery dealers, operating by the hundreds in the larger coast cities, was declared at the closing session. C. Malm, Seattle; George Lawler, Tacoma; and C. J. Atwood, Toppenish, were appointed to draw up a strict license enforcement law that would make it difficult for the curbstone broker to operate.

The coast men point out that every little stand and cross roads store has a habit of selling Nursery stock for a few weeks during the year. The curbstone men sell at any price and on account of the condition of the stock sold satisfactory growth is not generally obtained.

The legislative committee was asked to endeavor to secure from legislatures of the several association states a law raising the Nursery dealers' license fee from \$5 to \$25 and calling for a \$1000 bond. Funds secured by each state are to be used to enforce the state regulation.

Nurserymen say the states are not enforcing present regulations on account of lack of funds. The proposed laws are aimed to regulate the handling of Nursery stock by curbstone brokers and department stores.

PROMOTIONS, ENTERTAINMENT

The American association grading rules on evergreens were adopted.

Resolutions of thanks to the city, Commercial club, committees and all those contributing to the success of the convention, were indorsed. C. A. Tonneson, who was re-elected executive secretary for his 23d time, presented the association a lilac gavel made from wood grown in his yard at Burton.

Entertainment for the 22d annual convention was generously provided. The men delegates lunched each noon at the Commercial hotel, the women delegates and wives at Kappelman's cafe. Visiting women were guests at a theatre party under the direction of Mrs. F. W. May. The big social event was the banquet at the Commercial hotel. J. S. Freece, local attorney, and H. M. Gilbert were the speakers. The visitors were taken over the Tieton, by way of Congdon's castle, Cowiche, Tieton and Naches. The session concluded Thursday afternoon in a visit to valley Nurseries.

OFFICERS ELECTED

Albert Brownell of Portland, was elected president and his home town was chosen the 1925 convention city. F. A. Wiggins, Toppenish, was reelected member of the executive committee. C. A. Tonneson, Burton, (Continued on page 38)



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HILL'S EVERGREENS

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Skinner Irrigation Co.,
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Gentlemen:

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The Skinner System will pay you as well as it has paid Roehrs. You can begin with a 50 foot portable line at \$17.75. 100 feet costs \$34.50; 150 feet \$51.00; 200 feet \$68.00. Non-portable lines at much lower prices.

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List them in your Bulb Catalog for Fall planting and list them in your Seed and Nursery Catalog for the Spring trade. A large number of the leading Seedmen, Nurserymen and Florists list our Ferns. Some have sold more than \$500 worth the last season. We can handle your orders and ship direct under your labels, orders generally rolling inside of 24 hours, with cultural directions packed in each order.

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 PEONIES
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Also Peach Pits—Rosa Multiflora and Korean Boxwood. We have wonderful low prices.

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 Will exchange for such stock as we can use. Send us your wants and quotation list.

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 No collected stock. Propagated by us. Send for prices.

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 Bound Brook, N. J.

PACIFIC COAST NURSERYMEN IN CONVENTION

(Continued from page 36)

Wash., secretary. Vice-presidents are J. J. Bonnell, Seattle; John A. McGee, Orenco, Ore.; M. R. Jackson, Fresno, Cal.; C. H. Smith, Centerville, Utah; Mrs. Carl B. Wright, Kimberley, Idaho; and Richard Layritz, Victoria, B. C. The 1925 convention date will be selected by the executive committee.

THE BANQUET

Nurserymen will play as important a part as any group of men in the future development of the Pacific northwest and particularly in coming irrigation development in central Washington, J. S. Freece, local attorney, told the members of the Pacific Coast Association of Nurserymen at their annual banquet.

The Nurserymen may well be proud of the part they have played in the progress made so far, he said, and he urged them to have unbounded faith in the future and to realize the possibilities. He drew a glowing picture of the great development that the northwest has before it and declared that "We have only scratched the surface."

TELLS OF EUROPEAN TRIP

H. M. Gilbert related some matters of interest to Nurserymen observed on his European trip two years ago. He suggested that the Nurserymen get some of the apricots that grow near Damascus. Half of the orchards there, which are irrigated, are in apricots. The trees grow 40 feet high and the fruit is as large as apples and as red.

Olives are being planted extensively in Palestine. In Gibraltar in May a fruit that is practically identical with the Yakimine may be tasted. On that trip he was eager to visit the localities in the Alps where the Colville apple grows. Because of the difficulties of traveling to reach those districts, he had to give that up. However, he secured two trees from a Nurseryman in Paris and one of these is now growing on his home grounds. From it 21 young trees have been budded this year.

GET EARLY PEACHES

He told of how grapes and peaches are grown extensively under glass on the continent and in England. The peaches are often offered in May. They are grown in large tubs and during summer are moved out into the open. He was agreeably surprised to learn that the variety grown was Emsden's June, a variety that his uncle in Illinois had originated. These peaches sell in England for 20 cents to 25 cents each.

Gardens and parks in Europe are wonderfully beautiful and nowhere in the world is there more beautiful landscaping than about Oxford college in England. He expressed the hope that appreciation of greater beauty in home surroundings might be cultivated in this country. This was within the power of the Nurserymen to promote, he said.

GIVES ILLUSTRATED LECTURE

E. A. Davidson, landscape architect for the Washington Nursery company, gave an illustrated lecture on how the Nurseryman may more intelligently advise and assist the owners of homes so that the common errors may be avoided.

Convention Notes

Yakima press reports of the convention were of a high order. We quote sidelights:

Tonneson Gets Much Praise

There is no more popular member of the Pacific Coast Association of Nurserymen than C. A. Tonneson of Burton, the executive secretary. Practically every speaker had a good word for Tonneson at the convention last month, and all admit if the Nurserymen had taken his advice some months ago and cut down production they would have been in a better condition.

Nurserymen Study Politics

Many people believe Nurserymen to be a rather peculiar group of folks who are so absorbed in the nursing along little seedlings and plants that they care little about "hard boiled business" or politics. Any one listening in for a few moments on their coast convention will find out business and politics are two things prominent in every Nurseryman's mind. The tree and shrub growers feel the presidential year is having only a slight influence on business. They

are not of the class that believes, "the bloomin' law of supply and demand should be repealed."

Boosts for Northwest

C. H. Smith of Centerville, Utah, is one of the most enthusiastic Nurserymen here for the convention. "I come here for 10 per cent business and 90 per cent interest in the industry. It costs me at least \$200 each time I go to a convention and I can truthfully say I get full value received," he declares. Smith has been to California four or five times and in Europe twice in order to keep abreast of his business. "Where ever I go I am constantly preaching the everlasting beauty of the great Northwest. It will be only a few years until our highways are lined with enthusiastic tourists coming here to see our country and to make their homes," he believes.

Wants Higher Standards

A. Brownell of Portland, believes the membership standards in the Nurserymen's association should be built up. He says it has been the policy in the past to take in all Nurserymen under the belief the ones not



ALBERT BROWNELL, Portland, Ore.
President Pacific Coast Assn. Nurserymen

quite up to par could be improved. He feels the association should have more members and that the secretary should spend more time in membership work.

Learns by Experience

J. Holmason of Vancouver is one of the Nurserymen who has made capital out of his experiences. He admits the hard times and unfortunate happenings have almost driven him out of the business on several occasions. Holmason is managing a good business now after going through a few rather poor years. He is getting much out of the convention and expects to do still better the coming year.

Wiggins is Optimistic

"You fellows who think we have hard times now should have been in the Nursery business back in 1910 and in 1890," comments F. A. Wiggins of Toppenish. Wiggins believes history and business go in cycles and predicts the nation is getting ready to come into better times soon. He holds no wise man will go in the Nursery business and produce a heavy stock without knowing where or how he is going to sell it.

Co-operation is Rule Now

"We used to be suspicious of one another. When we met we guarded our talk for fear some other chap might pick up something worth while and go home and take a customer away from us," smilingly recalls F. W. Settlemier, pioneer Nurseryman of Woodburn, Ore. He believes every association member has gotten over the selfish feeling and is willing to give and receive for the good of the industry. Back in 1850 Settlemier's grandfather started in the Nursery business. His father followed the trade and now he is carrying out the work started by the two. He declares all industries, even school districts, look many years ahead and plan for future development. Nurserymen must do the same, he believes.

California Nurserymen Are Hit

The water shortage in California has had its effect on the Nursery business, say Nurserymen. The men claim the actual shortage has done only a minimum damage but that in some sections salt water seeped into canals and killed much of the Nursery stock. The Nurserymen are like 99 per cent of all other Northwest business men, they feel sorry for their poor brothers in California, but declare it's an ill wind that blows no one any good.

Only the Fittest Survive

Apparently the old survival of the fittest rule holds true in the Nursery business as well as in any other. It is said there were 72 Nurserymen in the Yakima Valley 10 years ago. Nurserymen point out that many of these should never have gone into the business and that those who plan, think ahead, and endeavor to regard demand and supply conditions are having good success. There are probably not over a dozen Nurserymen in the valley at this time.

Canadian Nurserymen Satisfied

Through a misunderstanding of the convention dates for the Nurserymen's meeting Richard Layritz and H. D. Seale from Victoria, B. C., did not reach Yakima until late. The former is president of the Layritz Nurseries in Victoria and Seale is secretary-treasurer. The visitors report a fine rain on the coast when they left. The trip was made by auto and they got along without difficulty until they reached the Ellensburg hill where they were surprised at having to shift gears for the first time. Layritz is one of the familiar figures at the conventions of Nurserymen on the coast, having been engaged in the business at Victoria since 1890. Slack times are also reported from this field in the Nursery line with the ornamental side of it helping out considerably in keeping things moving. Some of the difficulties encountered by the British Columbia Nurseryman are explained as due to the fact that the trade is restricted almost entirely to that province which has only a little more than a half million people with plenty of room for many more. There is little trade with Eastern Canada as the seasons are altogether different. Trade into this country is also curtailed because of the duty imposed on shipments while shipments into B. C. are unrestricted. The veteran Nurseryman smiles while mentioning these as minor obstacles to his business. He declares that he has been through all this before and that it is only a temporary situation.

Damage in Ohio Orchards—Peach leaf curl where it was not checked by dormant sprays, is now causing much damage in Ohio orchards. Though the disease is very severe and destructive in summer, it can be controlled very easily, says H. C. Young, plant pathologist of the Ohio Experiment Station, by a spray of 1 to 8 commercial lime-sulphur applied after the leaves fall in autumn, or by the use of any of the other common sprays when the trees are in the dormant condition. Summer sprays are practically worthless.

S. A. Miller, general manager of the Milton, Ore., Nursery, reported to the Pacific Coast Association convention his trip East for the American Association convention. His father, A. Miller, started the Milton Nurseries in 1878 and is still active in the business as its head at the age of 95. Other representatives of this company attending the convention in Yakima are: C. B. Miller, treasurer; C. H. Hobbs, secretary; and Fred Tracy, field foreman.

Elijah A. Henby, head of the well-known Nursery firm, J. K. Henby & Son, Greenfield, Ind., died last month aged 52 years.

To Cut Down Surplus

How to co-ordinate supply and demand in the Nursery business was one of the principal questions which occupied the attention of the convention of the Pacific Coast Association of Nurserymen in its annual convention in Yakima, Wash., last month. The principle was recognized that the larger the production of trees above what can be sold the lower the price and the less the profit to the producer.

The Nurserymen are in the business for profit, hence cost of production and a reasonable profit must be had by them if they are to prosper, it was pointed out by several speakers.

The idea that the Nurserymen should carefully measure his ability to distribute stock the year ahead and then gauge his production in accordance was advanced by F. A. Wiggins of Toppenish, president of the Washington Nursery company. To this there appeared to be general assent by those present.

How to bring about co-ordination of supply and demand in a practicable manner was the subject of considerable discussion. Albert Brownell of Portland championed the idea that a survey of all the Nurseries should form a basis for recommendations to

the various firms engaged in the business to cut down on the production to where assurance could be given that the brush pile would be eliminated as nearly as possible.

The suggestion was made that Secretary C. A. Tonneson secure statistics from each Nursery on its distribution during recent years and its stock on hand. These statistics are to be compiled by the secretary and a report in code submitted to a committee of the association for suggestions as to whether or not limitation of the production should be undertaken.

By having the report in code, the members of the committee would not know what each Nursery production was. Having had the advice of the committee, the secretary would communicate with each Nursery, apprising it of the situation and advising to what extent curtailment of production might be made.

Such recommendations would not be obligatory upon the Nurserymen. It was, however, pointed out that the firm that did not carry out the suggestions would suffer thereby, as the ones which limited their production in conformity with the probable market would be in the better financial circumstances.

The suggestions made by Mr. Brownell and others were embodied in a resolution by C. J. Atwood of Toppenish.

New equipment in the way of packing houses has been added by the Prentice Nursery, Kent, Wash., and Mt. Vernon, Wash., Nursery. Evergreen Nursery, Everett, Wash. has added 30 acres for growing ornamental stock. Edmonds, Wash., Nursery is expanding its ornamental business.

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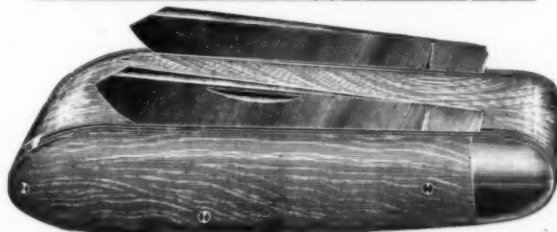
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ROCHESTER, N. Y., August, 1924

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American Nursery Trade Bulletin

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It is a pleasure, repeatedly experienced, for this journal to record the practical working out of theories represented in the doctrine we persistently advance. An outstanding phase of this doctrine is that the planter's interests should be foremost in the mind of the Nurseryman.

Yes; foremost.

It is all well to argue that if one does not look out primarily for his own interests he will lag behind, because no one else will look out for them. But when the Nurseryman looks out for the planter's interests he is in reality taking the most effective step in his own interest.

Again and again we have cited results accomplished which prove the truth of this theory. Another instance is at hand. The fine co-operation with the planter practiced by the Wedge Nursery management, Albert Lea, Minn., has built up an organization for the production and distribution of Nursery stock which may well be pointed to as a model. This Nursery is almost as old as is the American Association of Nurserymen, dating from 1878. It has outgrown its space repeatedly. The growth of the business has been rapid. Development has been under the motto, "He who serves best profits most." Service has been the Big Idea.

A large force of salesmen has been built up, representing the Nursery in almost all portions of the Northwest. The care taken to train these salesmen, the spirit of co-operation instilled and the sound business principles demanded give real meaning to the announcement:

The efficient organization makes it possible for you to buy trees from an expert in your own locality who is willing and anxious to help you to obtain the results that you expect. The Wedge spirit of friendliness and the willingness to help planters solve their problems has been passed on to the sales force which has been trained not only to sell trees but to give helpful information on planning, planting and care. You can depend upon the Wedge representative.

In this issue is presented a summary of the excellent results attained by the holding of conventions of great importance to the planter as well as to the Nursery and all its representatives.

A press despatch which was given wide publicity, sent out from Atlantic City during the June convention of the American Association of Nurserymen is as follows:

Atlantic City, June 23.—That the United States will soon be face to face with an acute shortage in fruit unless preventive measures are taken at once is the warning sounded by delegates arriving to attend the convention of the American Nurserymen's Association. It was stated today that each year has seen an increase in the price of fruit and that this increase will continue unless more fruit trees are planted. The Nurserymen urge owners of suburban homes to plant fruit about their places as well as pointing out to farmers the advantages of fruit culture.

Furthermore, the association is planning an educational campaign to encourage the beautifying of cities and towns. They have adopted the slogan, "Beautifying America." A drive is to be made to place a windowbox filled with flowers and vines in each tenement and apartment house in New York City.

When Temptation Arises

George D. Aiken, Putney, Vt., says under a recent price list: "The plants offered above are good plants. We don't intend to send you any that are not. If, at any time, we are tempted to lower our standard of quality, we only have to think that not only our own reputation but that of Vermont will be injured and then we can grade just a little bit better."

SEASONAL TRADE REPORTS

Ornamentals Selling Above Normal

Byron, Ill., July 18.—During the spring planting season the sale of the various items of fruit trees was about the same as last year. The sale of ornamentals and shrubbery considerably above normal. No large plantings of any kind in prospect. Skilled labor hard to find, consequently plantings of lining-out stock reduced.

CITY BERRY FARM.

A. H. Lytle, Prop.

Nursery Business Slow

Pardeeville, Wis., July 19.—Nursery business in Wisconsin is pretty slow this year as ours is practically an agricultural state; hence, all lines of business are affected by poor crops and especially poor prices.

We think there is plenty of goods in our state to take care of all orders and we will probably have quite an unusual lot to wholesale.

NORTH STAR NURSERY CO.

A. S. Riley, Pres.

Outlook Excellent in Nebraska

Lincoln, Nebraska, July 19.—Demands brisk. Surplus of elms and peonies. Shortage of all shrubs. Outlook excellent.

We have added six acres to our Nurseries, and have new storage building 40x60 feet.

Our Nursery is based upon supplying our landscape department. We have two landscape architects, one a graduate of Harvard and the other a graduate of the University of Illinois.

WOODS BROS. NURSERIES.

Ernst Herminghaus.

Fall Retail Orders Satisfactory

Waynesboro, July 19.—Due to a cool late wet spring our spring orders came in late and our shipping season held out until late. For a while it looked as if we would have a surplus but the spring shipping season closed making it the best shipping season we have had.

We have had an excellent growing season for all field stock. Due to an unusual amount of wet weather our labor bill has been heavy, but we feel well paid with growth and stand for all extra labor cost.

Our fall retail orders are coming in very satisfactorily. We have not as yet gotten out our wholesale price list and have made little effort to sell any stock wholesale. We, however, have a surplus in two-year apple and peach, as well as our usual supply of Silver Maple seedlings to offer the trade.

TITUS NURSERY COMPANY.

In Northern Indiana

Fort Wayne, Ind., July 22.—There is a brisk demand for all kinds of ornamental stock, but the demand for fruit trees is very slow. From the time Johnny Appleseed planted the first apple trees in this locality down to about twenty years ago Northern Indiana was ranked as one of the best apple sections in the country. Now the old orchards are sadly neglected and no new commercial orchards are being planted. The apple market here is dependent on the Fort Wayne commission houses. The same is largely true with small fruits.

The season here has been very backward. Too wet much of the time to work the ground. Very favorable to newly planted trees and shrubs, but were not able to get enough done. It appears now that we are entering a dry and hot spell which will go hard with crops of all kinds.

WALLEN NURSERY,

F. E. Moore, Prop.

"Plan to Plant Another Tree"—That is an American slogan. Mr. Lawrence J. Cook had the same idea in view when he wrote last week, in the "Gardeners' Chronicle," advocating the planting of trees of remembrance. If he carried the idea right through the press of the country and got others to back him up the Nursery trade would benefit. Mr. Cook suggests the planting of trees on special occasions, on the occasion of a birth of a child, is one. Here is another, "the tree planted by a friend may be a daily reminder of him."—Horticultural Trade Journal.

Hicks Nursery, Westbury, L. I., has added 61 acres.

ON THE EVE OF A TRADE SEMI-CENTENNIAL

Why We Celebrate at the Rochester Convention Next June—The Year 1925 Completes the Fiftieth of American Association Existence—It Also Marks the Fiftieth Annual Convention—Edgar Sanders, Chicago, and Elijah Moody, Lockport, N. Y., the First Presidents, Both in 1876.

Why do we celebrate next June?

Because the year 1925 marks the Fiftieth Year of the existence of the American Association of Nurserymen. Because the convention of June 1925 will be the Fiftieth Annual Convention of the A. A. N.

It has been suggested that the year 1926 is the semi-centennial year, reasoning from the addition of 50 and 1876.

The idea of a national organization was discussed in January 1876 at a meeting of the Northern Illinois Horticultural Society in Crystal Springs, Ill., as has been repeatedly recorded. Adjournment was taken of Chicago where a temporary organization was effected by the election of Edgar Sanders, Chicago, as president; D. Wilmot Scott, Galena, Ill., secretary; A. R. Whitney, Franklin Grove, Ill., treasurer.

The first annual convention was held in Chicago, June 14, 1876, when Elijah Moody, Lockport, N. Y., was elected president; Messrs. Scott and Whitney retaining their offices. Of the 62 concerns at the first con-

vention none is living, so far as our records show. J. C. Vaughan, Chicago, who died recently, was the last of the charter members to pass on. Probably D. Hill, Dundee, Ill., is the oldest living member of the association.

We presume it will be conceded that the first year of the association was comprised in the 12 months of January-December 1876 and that the second year of the association and the second annual convention were in the months of January-December 1877. For the benefit of any who may be in doubt, the following layout is presented:

Jan.-Dec. 1876—1	Jan.-Dec. 1901—26
" " 1877—2	" " 1902—27
" " 1878—3	" " 1903—28
" " 1879—4	" " 1904—29
" " 1880—5	" " 1905—30
" " 1881—6	" " 1906—31
" " 1882—7	" " 1907—32
" " 1883—8	" " 1908—33
" " 1884—9	" " 1909—34
" " 1885—10	" " 1910—35
" " 1886—11	" " 1911—36
" " 1887—12	" " 1912—37
" " 1888—13	" " 1913—38
" " 1889—14	" " 1914—39
" " 1890—15	" " 1915—40
" " 1891—16	" " 1916—41
" " 1892—17	" " 1917—42
" " 1893—18	" " 1918—43
" " 1894—19	" " 1919—44
" " 1895—20	" " 1920—45
" " 1896—21	" " 1921—46
" " 1897—22	" " 1922—47
" " 1898—23	" " 1923—48
" " 1899—24	" " 1924—49
" " 1900—25	" " 1925—50

It will be seen, therefore, that fifty years of existence of the A. A. N. would be completed in December—1925—the SEMI-CENTENNIAL YEAR.

How appropriate, therefore, that the semi-centennial year—marking fifty twelve-months of national organization existence—

should be observed at the FIFTIETH ANNUAL MEETING in June 1925.

Here we have it all: The year 1925 marking the completion of fifty years of existence of the national organization as well as the fiftieth annual meeting.

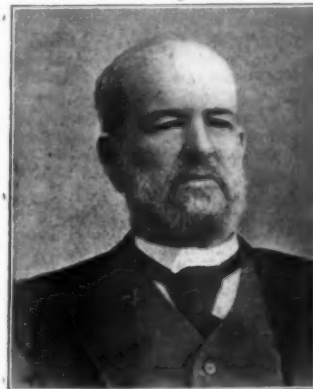
The fiftieth annual meeting will come in the very heart of the fiftieth year of existence. The matter of the actual meeting date, to be sure, would be 49½ years from the date of organization but it will be the only opportunity for the Association in regular convention to celebrate the event in the SEMI-CENTENNIAL YEAR.

The fifty-first year of the A. A. N. is comprised in the calendar months January-December 1926.

Why should it be suggested that the anniversary convention be the fifty-first annual convention when the fiftieth annual convention falls in the fiftieth year of the Association's existence?



EDGAR SANDERS, Chicago, Ill.
Temporary President A. A. N., 1876



A. R. WHITNEY, Franklin Grove, Ill.
Treasurer A. A. N., 1876

Where French Seedlings Grow

For any English Nurseryman visiting the west of France, Angers and its surrounding district is a very interesting place and should not be overlooked. Situated as it is in a favored district as regards soil, climate, etc., it is the home of many horticultural establishments of importance. Large quantities of produce—seeds, bulbs, plants, trees and shrubs—millions for export—are sent out from there.

As is the case with Orleans, a town where all Nurserymen have gathered in the "Olivet" road, a long, straight street over two miles in length, the Angers Nurserymen are to be found mainly in one road of their city—the Rue des Ponts de Ce, also miles in length. There they follow each other on both sides. Of course, many of the smaller establishments are little known, and work for the bigger and better-known ones. They specialize mainly in one or two items. In the country around the town, on a radius of twenty to thirty miles, numberless small growers work single-handed or with the help of their families only, and contribute to the production of the district which, as a whole, may be described as enormous.

The great prosperity of the place is owing to two main causes; first, the fine condition of the soil which is easily worked, being very rich and light, alluvium of the River Loire close by, and the climate which is so mild and favorable as to permit delicate plants such as anemones and bulbous ranunculus for instance, to be grown in open fields without any trouble, and favours many other cultures. Added to this is the experience

of growers who have done that kind of work for generations, and this is no slight point. Of course, the American quarantine has inflicted heavy losses in some quarters of late years, lessened, however, to some extent by the heavy demand for fruit trees and fruit tree stocks in Europe since the war.

As is well-known, Angers, chief town of the province of Anjou, is a most important quarter for seed production. The only place that can be compared to it is Provence in south of France, where also enormous quantities of seeds are grown. All big seed firms, French and foreign, keep permanent or temporary representatives in both these places. Of course, many middle men are established in Angers who trade on behalf of smaller concerns. The chief items grown in the district are vegetable and flower seeds, although nearly all cultures can be found.

Trees and shrubs, mainly in a very young state are another speciality. They are specially grown for export and by the million. Big and old-established firms are concerned with this, with the help of many satellites. They are mainly Andre Leroy and Louis Leroy, of ancient fame; Henri Detriche (with which Victor Detriche is now amalgamated) also a big and important firm; F. Delaunay, a huge undertaking with over 400 acres of direct culture; Thebault Lebreton; and many others. A visit to these establishments is very interesting indeed, and one wonders where such quantities of stuff can ever find a market. Large beds of seedlings contain tens of thousands of younglings of one species at a time. Con-

ifers, fruit tree stocks, rose stocks, forest and avenue trees, etc., are the chief items grown in this way. There may also be seen large quantities of roses, fruit trees, ornamental shrubs of all kinds, including some species usually not very hardy in northern climates, and other items of interest to tree growers. Very amusing is the inability of any grower to fix a price for a single plant. All that he knows is the price per hundred, per thousand, or more.

Bulbs and rhizomes are the speciality of a number of small growers working in families, and cultivating each a few kinds of plants only. Large quantities of bulbous ranunculus and anemones are thus produced. Bulbous irises also produced to some extent, but not in such big quantities. Tulips have been tried, but their culture has made little headway, so far. More successful is the culture of several varieties of daffodils. Fields of lilies are to be found here and there.

Hardy plants have been propagated lately on rather a large scale, but this part of the industry can still be considered in its infancy.

The horticultural visitor will also be interested in Angers by the Allard Arboretum. A well-known collection of trees and shrubs that has stood for many years and is one of the largest and most interesting in existence; the botanic and public gardens of the town containing many plants of interest, many of which flourish and develop to a size and beauty rarely seen under the ordinary climate of northern Europe.—Horticultural Advertiser, (British).

GREATLY EXTENDING THE DELIVERY SEASON

WALTER W. HILLENMEYER'S Address at "Summer Planting" Before the American Association of Nurserymen

THE old saying that there is nothing new under the sun is certainly applicable to this phase of summer planting. I do not profess to have been a discoverer nor even original but have gathered ideas and encouragement from others that have materially assisted in the successful completion of my methods. I do believe our practices are a little out of the oft-trodden and hard-worn paths of general Nursery methods. Perhaps I am too enthusiastic, perhaps time has not proven all its deficiencies, or perhaps the great task of education of the public to plant "out of season" may prove that this innovation of summer planting has no future. Still after three years experimentation and observation I am still optimistic and if you will be patient with me for a few minutes I will tell of my experiences, my ideas and comments—all with limitations that shall be later mentioned.

I realize that some of our northern and eastern friends have practiced summer planting and successfully, using care and special preparation of plants intended for this purpose. Frankly I do not think that their methods can be successfully followed in the Southern Central and Western states. Our soils are different, our climate is different and the care given stock after planting is not quite equal to that given by prudent home owners of the general Eastern section. If we had the cool nights and the heavy dews that are more serviceable than southern showers, we might succeed with your methods, but with our hot winds, uncertain weather and heavy clay soils that are not as retentive of moisture as your alluvial and glacial formations, makes your practices doubtful. In periods of drought even in your favored sections with their friable soils I am dubious of your ability to consistently dig and plant every day during the summer months and get satisfactory results. Our method is a surer way. Simple and successful, slightly more expensive but service and results will pay the extra charge.

HOW IT IS DONE

Here is how we are doing it. We plant all the subjects in WIRE BASKETS. These are made with mesh of either half or one inch so the roots could develop naturally too in the outside soil. It is a very simple way and with your practical training you can, I believe, immediately see the great possibilities of handling plants this way.

Our methods follow. With a breaking plow we open a wide furrow, usually necessary to make two trips to a row, bearing a little heavy on the beam to throw out a deep trench. The baskets are placed in the bottom of this, properly spaced and then you are ready for planting. In preparing your plants for this purpose you should prune the roots close, that is to fit inside the baskets as this encourages a quick and heavy development of fibrous roots just within, which later serves to hold the soil intact and also develops a mass of roots for contact with your soil in transplanting. After this root pruning, plant in these baskets just as you would in any dug hole and cultivate just as any other Nursery planting. In the case of evergreens or other subjects that are transferred into the basket with balls of soil, perhaps on some of your sandy types you might have to line your basket temporarily with paper, burlap, straw, moss or something to prevent the soil from sifting out while doing this initial moving of the basket, but after a season's or year's growing in the basket you will find that your newly developed roots will hold the soil so firmly that burlapping will not be necessary if carefully handled. In either case you can prepare a great many plants during a day and the cost will be astonishingly low if you systematize your planting operations.

Now for some of the results. This makes it possible to move subjects of all kinds at any time during the summer. We can show you jobs completely planted with shrubs in full blossom, full leaf and without failure. We do not confine our planting to those subjects that are easy to grow. Besides the ordinary shrubs we use sparse root makers like Loniceras, Abella, Mahonia, Junipers, Retinosporas and conifers. Several of our co-operating friends have used these to plant



MEMBERS AMERICAN ASSOCIATION OF NURSERYMEN AT JACKSON & PERKINS CO. BRANCH, SHILOH, N. J., JUNE 24, 1924

clumps of perennials, like Peonies, Shasta Daisies, etc., and uniformly good results are obtained. We shipped plants in baskets into a number of states. Several of you here received them. We have sent several thousand of these into the South. Paul Lindley, Chases, Ollie Fraser, Boyd Bros., will tell you they are successful. I am indebted to my good old friend, Mr. A. T. DeLaMare of the Florist Exchange, through whose kindness and co-operation I obtained the names of quite a few persons interested in the trial of the baskets. I have in my files interesting letters from California, New York, Pennsylvania, Connecticut, Wisconsin, Illinois, Ohio, New Jersey, Massachusetts, Minnesota, as well as the southern ones mentioned before, from men who have tried this scheme and it works. Some of these replies are from theory and the most valuable from actual trial.

THREE THINGS THAT LIMIT

There are three things that limit the possibilities of these baskets for summer planting. First, it is not practical to use on extra large plants. Second, it is primarily a local institution designed for extensive use only by the local retailer (though we have shipped several successful plantings but the packing cost on deciduous shrubs is too great). Third, it is only practical where containers can be had at a nominal cost.

May I make other comments here? It seems to me the ornamental Nursery business is rapidly becoming a local institution. I don't predict that we will see the passing of our great Nurseries with their nation-wide clientele. But I do believe the public is buying Nursery stock closer to home where it can be inspected before planting and where it can be planted by the Nurseryman himself or at least handled fresh dug. Our patrons are demanding a planting service just as we are demanding a similar service with many things we buy and as retailers we have in this day of the automobile that expensive and time consuming job of personal contact and service during the very limited period we now handle our products. I am just repeating your own story perhaps when I recall a day during the planting season. A home owner of moderate means drives to your place and immediately you are obligated to show him all the courtesies due a prospective patron. His planting problem is unfolded and you go over with him the many necessary details before suggesting what he should use at his doorstep, in the border or on the lawn. You figure and plan his requirements and then give the estimate. It is mighty expensive! Then he wants to know what he is going to get for his money. The conifers you can show him with a degree of satisfaction and after inquiry as their health, happiness, size, age and well being you turn to your deciduous stock. If your patron is just the average and you are not adept to description, and even if you are, it is mighty difficult to explain to him the beauty of the bell-shaped, blush tinted flowers and the glossy foliage of the Abella or that great pendulous sprays of white blossoms will cover the Van Heutel and so on through your planting list. In the dormant state your plants don't seem quite equal to such descriptions. You will perhaps sell your patron but it has consumed a lot of time and the most valuable time the Nurseryman has too, for did you ever stop to think that of all the agricultural occupations that the Nursery business is the only one in which the proverbial "seed time and harvest" come at the same time? In other words, when it is time for you to plant your lining-out stock your patron must also have your finished product. That is why time during this period is so valuable to the Nurseryman and I sometimes doubt if we get prices remunerative of the knowledge, material, and time necessary in handling our products. But in the busy time the steady stream of patrons is consuming your time and the time of your best employees. If you solicit him at his door similar time is taken. Then, too, you are handicapped when the Forsythias and Magnolias bid welcome to spring or when the Spireas are in their

(Continued on page 45)

TRADE ASSOCIATIONS

American Association of Nurserymen—Charles Sisemore, secy., Louisiana, Mo.; 1924 Convention, Atlantic City, N. J., June 25-27.

Alabama Nurserymen's Association—Dr. F. T. Nye, Secy., Irvington.

California Assn. of Nurserymen—Chancellor K. Grady, Sec'y, 401 Phelan Bldg., San Francisco.

Connecticut Nurserymen's Association—F. S. Baker, Secy., Cheshire.

Eastern Canada Nurserymen's Association—E. D. Smith, Winona, Ontario, president.

Eastern Nurserymen's Association—F. F. Rockwell, secy., Bridgeton, N. J.

Illinois Nurserymen's Association—N. E. Averill, secy., Dundee, Ill. Jan., 1925.

Iowa Nurserymen's Association—R. S. Herrick, secy., State House, Des Moines, Ia.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, secy., W. Newbury, Mass., Jan. 1925, Hort'l. Hall, Boston.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo. Jan. 28, 1925, Kansas City, Mo.

Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo.

New England Nurserymen's Association—G. Howard Frost, sec'y, West Newton, Mass.

New Jersey Association of Nurserymen—Wm. F. Miller, secy., Gloucester City, N. J.

Northern Nurserymen's Retail Association—C. H. Andrews, secy., Faribault, Minn.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y. Feb. 5, 1925, Rochester, N. Y.

Ohio Nurserymen's Association—Howard N. Scarff, secy., New Carlisle, O.

Oklahoma Nurserymen's Association—W. E. Rey, secy., Oklahoma City.

Pacific Coast Association of Nurserymen—C. A. Tonneson, secy., Burton, Wash., Convention, 1924, Yakima, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Rhode Island Nurserymen's Association—H. H. deWildt, secy., 521 Elmwood Ave., Providence, R. I.

Southwestern Nurserymen's Association—Thomas B. Foster, secy., Denton, Tex. Sept. 1924, Dallas, Tex.

Southern Nurserymen's Association—O. W. Fraser, secy., Birmingham, Ala. Sept. 1924, Greensboro, N. C.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Western Nurserymen's Association—George W. Holsinger, secy., Rosedale, Kan. Jan. 28-29, 1925, Kansas City, Mo.

Western Canada Nurserymen's Association—T. A. Torgeson, secy., Estevan, Sask., Canada.

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Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1918, Will Hold Its Seventh Annual Meeting
in Rochester, N. Y., June, 1925. F. W. von Oven, Naperville, Ill., Secretary

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Cultra Bros., Mgrs., Onarga, Ill.

IT IS NONE TOO SOON

to secure your Lining Out Stock. We have good stands, a large assortment Seasonable weather and everything is on the jump. Send your *want lists* as soon as possible. Selling close on some items already.

Have especially nice stocks of Nuts, Oaks, Oriental Plane; Climbing Roses, Wistaria, Weigelia; Grape Vines, etc., etc
Wholesale Only.

Atlantic Nursery Co., Inc.
BERLIN MARYLAND

FOREST TREE SEEDLINGS and SHRUBS

We are growing and offer for sale for 1924 forest tree seedlings and shrubs, and lining out stock, such as BETULA NIGRA, CATALPA SPECIOSA, CORNUS FLORIDA, ELM, POP-LAR, LOCUST, WALNUT.

SHRUBS—Altheas in varieties, Barberry Thunbergii seedlings, Calycanthus, Deutzias, Loniceras, California Privet, Amoor River North Privet, Amoor River South Privet, Spirea Van Houttii. Write for quotations.

FOREST NURSERY CO. BOYD BROS. McMinnville, Tenn.

New Brunswick Roses

Look good and grow good, too.

If price is not the only consideration,

SEND ME YOUR WANT LIST

Fred D. Osman

New Brunswick New Jersey

EVERGREENS

SEEDLINGS and TRANSPLANTS
FOR LINING OUT

WRITE FOR OUR PRICE LIST

THE NORTH-EASTERN FORESTRY CO.

"WE GROW OUR OWN TREES."

CHESHIRE, - - - CONN.

EVERGREENS

Seedlings—Transplants—Cuttings
grown under glass

MILLIONS OF THEM

Also a list of Apple, Shade Trees,
Hedgeplants, Shrubs, Vines, and Peony

Send for our latest wholesale list.

SHERMAN NURSERY CO.

Charles City, Iowa.

Pot-Grown Strawberries

HOWARD 17

SENATOR DUNLAP

SAMPLE

SUCCESS

For August and September shipment
\$3.50 per 100; \$30.00 per 1000

NEPONSET PAPER POTS

for potting strawberries, 2 1/4",

\$3.40 per 1000

Geo. D. Aiken, Putney, V.

"Grown in Vermont, it's hardy."

FRANKLIN FORESTRY CO.

Nurseries at

Colrain and Sudbury, Mass.

FOREST NURSERY STOCK

CONTRACT FOREST PLANTING

Send for our catalogue

**89 STATE ST.,
BOSTON MASS.**

California Privet, 1 and 2-year.
Amoor River, 1 and 2-year.
Ibota and Vulgaris, 1 and 2-year.
Spirea Van Houtti, 1 and 2-year.
Carload lots.

Also **HARDWOOD CUTTINGS**—
largest assortment in the U. S.

See us at Atlantic City in June
or write us now.

Rosebank Nursery Co., Inc.
HUNTSVILLE, ALABAMA

CALIFORNIA and AMoor River Privet

Barberry Thunbergii, 2, 3 and 4-year, Asparagus, Rhubarb, Peach in assortment, Spireas, Hydrangeas and Deutzias in assortment. Lombardy Poplar and Evergreens with a good assortment of Retinospora and Boxwood. Can supply the above in quantities. Prices right. Mail want list.

WESTMINSTER NURSERY
Westminster, Md.

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock,
Including That Which Has Heretofore Been Imported

EVERGREENS & DECIDUOUS TREES SHRUBS & VINES

WHOLESALE GROWERS for THE TRADE
of Choicest
Hardy New England Grown
Nursery Stock

Write for Price List Send your Want List



THIS SPACE

\$5.00 per Month, under Yearly Term

Including publication in both

AMERICAN NURSERYMAN

and

AMER. NUR. TRADE BULLETIN

COVERING THE TRADE

Perennials Only

AND ENTIRELY WHOLESALE

Hammonton
Hardy Plant Nursery

HAMMONTON
NEW JERSEY

Catalogue mailed on request

Greatly Extending the Delivery Season

(Continued from page 42)

glory or the Weigelas are in full bloom your patron wants them. You know with storage stock you can only lengthen the season but very little and field plants will go back so badly unless extra care is taken and sometimes it is not worth the effort. Or what can we do now with the man that comes with his newly finished house and graded lawn too late to catch the regular planting season? The season is always too short. We hurry through doing our best, sometimes not giving every attention to the selection of plants for our patron's requirements. We sometimes book more than the planting season with its adverse weather conditions permit completion or in other words we simply do the best we can and finally gamble on the results to be satisfactory.

SUMMER PLANTING ADVANTAGES

This summer planting idea eliminates a great many of these worries. You have more time later to give him that personal attention and inspection of his property that is justly due him. You can show him plants not dormant but growing, chuck full of leaves and blossoms with everything to see in an instant that eliminates any of the doubt or misgiving that may have existed when he examined your dormant shrubs. These are some of the advantages of using plants in wire baskets. You can make Nursery sales all during the summer months right in line with your business.

Self-satisfied customers, they do the selecting (or you imagine they do).

No replacing as plants are just as sure to grow as a florist's potted plants.

Opportunity to replace failures on dormant plantings.

Ability to clean up surplus or cellared stock.

Personal attention not possible during the now very busy season.

Ability to keep a planting or landscape service intact and busy the entire year.

Larger local or automobile trade, saves shipping, delivery and packing.

Advanced prices willingly paid, consequently mere profits.

Immediate sales, some persons forget between blooming and planting time.

Ability to dispose of precocious plants that ordinarily advance too far to sell along with general Nursery stock.

Opportunity to insure growth on some of the more difficult or rare subjects like Cedrus deodora, Chinese Magnolia, Japanese Maple, etc.

Easier than planting, shading, watering or handling stock in tubs, boxes or pots and better results are attained.

Partial plantings of grounds may be done and finished later during the dormant period.

All classes of plants may be used, insuring fairly complete job at any time.

No hazards or loss, the plants may be retained several years.

Temporary planting may be made later removed with no loss.

One Californian said it was the only thing he had been able to get to keep the gophers

from destroying his plants. One Southerner was assured of having muzzles for his mules always in supply.

Invaluable for exhibition purposes at flower shows, county fairs, etc.

There is practically no wilting of plants and one good soaking with water insures growth.

Plants will grow off much more rapidly in the warm soil.

Basketed plants will double the first year's growth of naked roots or even B&B plants for the root system is left intact.

The undisturbed root system with liberal ball of earth insures growth of plants when transplanted in poor soil.

Easy sales, the plants seem larger because they are full of leaf, fill the eye need no description, one of the things that has made evergreens easy to sell, notwithstanding their price.

Gives Nurserymen an opportunity to encourage "field days" when patrons can choose their plants and take them home.

In emergencies plants can stay out of the soil under protection for several days and transplant all right.

The baskets will last a long time apparently as these have been in use for two years and still good.

Digging is very simple, very much easier than digging stock for balling and burlapping. Ordinary spading forks will usually lift out a plant quickly.

All varieties of plants may be used, deciduous and coniferous, perennial and woody plants have all been successfully handled.

Burlapping these baskets is not necessary if they are handled locally. Exposure of a few hours to the sun has had practically no detrimental effect. Usual planting prudence will give satisfaction.

The actual expense of planting will hardly exceed four or five cents, containers not included and the filled space need not be more than given under ordinary outdoor growing conditions.

COST OF THE BASKETS

The item in which you are now most interested is in the cost of the basket. These last ones cost us about eighteen cents. We have done a lot of experimenting, changing shape, material, etc., and this no doubt has added to the overhead and actual expenses of the manufacturer which has been taken up in his charge to us. These were made in ten thousand lots but if the use of baskets increases to the extent where quantity productions may be had the price will drop materially. I judge that in hundred thousand and lots the baskets could be profitably made at 10c, which is less than price of clay pots in medium sizes. Like pots, with the baskets you too have some opportunity of saving a fair per cent for use over again. At any rate the idea is sound, it is successful and with sufficient interest and usage this summer planting by the retail Nurseryman may soon be really made worth while.

Time does not permit my telling you of all the experiences, of the past few years but I hope I have interested some of you in this idea. We have not launched heavily

into this newer practice but have made a very profitable side line of it. We have made profitable sales on stock handled in this way. Our assortments have not been quite complete enough to do a great deal of landscape work but now that we are out of the experimental stage we will be in position to make this even more extensive. I have no misgivings but that this summer planting may be profitably practiced in a number of local Nurseries in the country.

In closing I would say this to the skeptical—"Be iconoclasts, break the idea that you and your forebears have so long worshipped not exactly in vain but follow the progress of the times which I hope may lead you to even greater prosperity." Summer planting may not be a panacea for all the Nursery troubles and ills but perhaps it may be a "manna" falling in the great financial wilderness that exists with the Nursery business from May to October.

Ohio Nurserymen's Outing

Secretary Howard N. Scarff, New Carlisle, O., announces the summer meeting of the Ohio Nurserymen's Association in Cincinnati, August 20-21. Program:

Morning, August 20th—Meet at Garden View, 4400 Reading Road, home of the W. A. Natorp Company, luncheon and business meeting; 4 p. m. visit to the Cincinnati Zoo; 6 p. m., banquet at Cincinnati Zoo; evening, concert.

August 21st—Meet at Canal Boulevard near Race street promptly at 9 a. m.; auto tour to Mt. Airy Forest; Spring Grove Cemetery and other points of interest along the hill tops; luncheon at 1 p. m. at Mecklenberg's Garden; 2:30, boat ride on the Ohio river to Coney Island, returning any time during the afternoon and evening.

Mrs. Mary Josephine Boyd, wife of James R. Boyd, of the Forest Nursery Co., McMinnville, Tenn., was killed in an automobile accident early last month, near Mitchell, S. D., where with her mother and her four youngest children she was visiting her brothers. She is survived by seven children besides her husband. The remains were taken to McMinnville for burial.

The committee on nomenclature of the Florida State Horticultural Society is making a survey of the varieties of fruit trees and plants offered for sale throughout the state. A questionnaire has already been sent out to most of the Nurseries in the state.

Radio talks in the way of publicity work are a feature of activities of the Eastern Nurserymen's Association.

F. W. Menary and son Albert O. Menary, formerly of Council Bluffs, Ia., have purchased 25 acres for a Nursery at Santa Rosa, Cal.

Kirkman Nurseries, Fresno, Cal., have undertaken at a contract price of \$2,000,000 to supply and plant grape vines and fig trees on the 10,000-acre tract of the Southern California Vineyards, Inc., which will be divided into five and ten acre tracts.

THE MOST IMPORTANT INDUSTRY IN THE COUNTRY

Thus Saith John Watson of the Nursery Industry—In Its Infancy and of Limitless Possibilities—One of Absolute Freedom—Source of Wealth To Its Sections—Nurserymen Rated High as Credit Risks—No Nursery Intelligently Managed Has Failed—Permanency and Intelligence Characteristic.

Recently, John Watson, of the United States of America, for the moment residing in Rochester, N. Y., indited an essay on Dansville, N. Y., the impelling force being a request to address a meeting of the Rotary Club of that well-known Nursery town. That essay-address has been published in attractive form for private circulation. If the Rotary Club, or the Chamber of Commerce, or the Town Board of Dansville does not procure and circulate thousands of copies of the brochure for advertising purposes, it will miss a great opportunity in the line of effective publicity.

It is almost enough glory for Dansville to learn that not only is it rather well-known in New England and on the Pacific Coast, in Iowa and Kansas, in Ohio and Maryland, but that in Ussy, Angers and Orleans, France, Dansville is better known to many than New York or Chicago or Boston. But that is not all. In those cities the names of Coolidge and Denby and Daugherty are not nearly so familiar as are the names of Kelly and Maloney and Reilly. In some English cities the same situation exists. "And," says Mr. Watson, "some years ago to my surprise I found that the names of Reilly and Maloney and Kelly are not entirely unknown in Ireland."

Europe, Africa and Japan are linked up with Dansville when Mr. Watson reminds us that the Nursery business is a world industry depending on widely scattered sources for raw material or finished products, most of the fruit tree seedlings coming from France, the raffia from Madagascar, the bamboo canes from Japan.

MOST IMPORTANT INDUSTRY

Maybe some of you do not know just what the Nursery business is. It is the most important industry in this country; it is also an industry still in its infancy and of limitless possibilities. Take the three largest industries in America today: the movies, automobiles and boot-legging; if every picture in existence should be destroyed today, all the movie theaters could open their doors and show new pictures tomorrow night. If all the automobiles should be wiped out of existence at once, within twenty-four hours ten thousand American families could amble about in new Fords. If all the boot-leggers should be put out of existence—and I do not like to think of even so remote a calamity,—I feel quite sure that the new crop would at once surpass the old, just as the licensed liquor business was succeeded by an unregulated liquor business of even greater volume. Wipe out these three industries and they will spring up again over-night.

But if you should wipe out the Nursery industry and what it produced, you would destroy what could not be replaced for many years and some of it not at all. Think of the contribution that the Nurseries have made to the beauty of this land.

If you should wipe out all the orchards, another contribution of the nurseries, you would destroy a source of wealth that yearly brings to the mint more gold than all your mines.

And it is no small contribution to the nation's wealth; the contribution both spiritual and material has been greater than that of any other industry.

Another thing: It is an industry of absolute freedom. Nurserymen, like all tillers of the soil, are intense individuals. The industry has never been marked by any combinations in restraint of trade; it has never attempted to corner the market nor forced abnormal prices in unwilling buyers. The Nurserymen have never expected and

have not received nor asked for any governmental favors. They have only asked a fair field and equal opportunity.

REVENUE PRODUCER FOR THE TOWN

The town that is fortunate enough to have a Nursery located in or near it or, like Dansville, with many Nurseries,—and there are few towns so fortunate as yours,—rarely appreciates or knows in what fortunate circumstances it is placed. Your merchants, your local tradesmen, your professional men turn over the local capital, but they do not add to it. Whatever is added to the account of one, is taken from the store of another. But your Nurseries produce at home and sell abroad. The Nursery stock sold and planted in Dansville in a year, will amount to so little as to be hardly worth reckoning. It goes out, and it brings something back. The trees in your Nurseries are dug and loaded in cars and started in all directions and finally reach all parts of the country. When the bills are paid, the money comes to Dansville. It is spent here. I should say that 60% to 70% of it is paid out for labor; that means it stays here. It filters through the cash-registers of your local merchants and goes to build up your town. In that respect, I know of no other industry, no other kind of business, that is worth so much to a community as a Nursery business. It is all one-sided: it brings in, but in does not take out.

NURSERYMEN GOOD CREDIT RISKS

You bankers and lawyers know that Nurserymen are rated high as credit risks. There are sound reasons for it. The Nursery business is something easy to get into and hard to get out of. There is no quitting point; never a time when it is either convenient or profitable to stop. One has to keep going. With other agriculturists,—with farmers, for example,—it is different: farmers are forever moving about. Nurserymen are fixtures. A farmer can take off this year's crop and be through. The Nurseryman will take off his crop maturing this year, but he has also a crop coming on that will mature next year and another crop after that and still another later. It is a continuing business. The Nurseryman is always in the middle of something and never entirely out of it all. An while, as in every line of industry, the Nurseryman has his fat years and his lean years, he has no crop produced in a single year nor is he ever dependent on one year's results. His experience has always been that over periods including both depression and prosperity, things have a way of balancing themselves. An average is hit with crops in different stages of growth and maturing over a period of years. It makes his business a safe one. Out of a rather wide acquaintance with the industry, I cannot recall a single instance of any Nursery honestly and intelligently managed, that failed.

The Nursery business is not only a permanent one but a personal one and more than any other kind of business that I know of, it is handed down from father to son. It stays in the family. In Dansville I should say that most of your Nurseries are now owned and operated by the sons, and in some cases by the grandsons, of the pioneers who started them. I like that. It shows a fine spirit of loyalty: loyalty to family and traditions and to one's home.

NECESSARILY WELL-INFORMED

Nurserymen are interesting men because they are usually intelligent and well-informed men; and as a class, they differ from most agriculturists in this: the farmer sells his produce locally; his interests are all local and that makes his viewpoint local. The Nurseryman must sell his produce in far places; his business interests make him necessarily a student of affairs and a close observer of conditions in all parts of the country. That broadens his vision.

An interesting thing about the Nursery

business is that it is peculiar to the small town. It has to be, because it calls for the use of land. The cities have offices, but they do not have Nurseries. The plant factories lie beyond, in the open places, close to the small town. And while it is true that a Nursery is an especial advantage to the town, there is a reciprocal advantage to the Nurseryman living in the small town. For that is where he has opportunity to live the finest, freest, fullest life, to bring up his children in healthful and wholesome surroundings, to know his neighbors, to make himself the friend and companion of his fellows. That is something the city denies to men. City life is narrowing; it separates men as all crowds do; it makes men self-centered and selfish; its life is too much spent in mere money-getting. Not only does the small town give the individual the opportunity to get more out of life, but it is the sort of life that breeds qualities that make men good citizens of the Republic.

Forest Playground of 5,000,000 Acres

In addition the National Government is establishing a park of 1,000,000 acres in Pennsylvania.

Ten thousand square miles, or more than one-fifth of the entire commonwealth, to be covered with trees producing a revenue sufficient to give every child an education.

35,000,000 trees already planted on State reservations and 14,000,000 more supplied free by Pennsylvania to private land-owners.

Sites are given for summer homes, hunting and fishing lodges and camps in the new Pennsylvania forests. The woods are thrown open and the state is calling its children back to nature.

With the return of the forests Pennsylvania is to become the new big game country. Many elk, nearly 7,000 buck deer, 700 bear, and vast quantities of other game taken last fall. Fifty of the sixty-seven counties contain deer herds. Thirty-five game refuges in the forests, and all game is increasing rapidly. Improved trails being built in the wild and romantic Allegheny and Blue Ridge ranges. Nurseries with a yearly output of 20,000,000 young trees for future planting established at prisons and other institutions. A school of forestry is supported by the state.—Outdoor America.

A Catalogue Tip

A clever and successful Nurseryman has often told me that he never sends his catalogue proofs back to the printer without first satisfying himself he has at least one item on every page that is given a good chance to pay for the whole issue. Every item should be given its fair share of space and description, but one special feature to a page is quite enough, more will defeat the purpose aimed at. I stood at a shop window recently where I counted 21 articles bearing price tickets, and 16 of the tickets bore the words "A Bargain." The consequence was that the words lost all weight and meaning. If one had been labelled "A Bargain" attention would have been focussed on it, and when cleared another could have been pushed into prominence. In the same way if all the Roses, or Carnations, or Gladioli in a catalogue are described as "large, good form and colour, one of the best," nobody heeds. Let one be chosen, and tell the public that whatever else is omitted this is too good to pass by, and then make sure an ample stock of strong plants awaits the rush.—Horticultural (British) Trade Journal.

D. M. Andrews, Boulder, Colo., specializes in Rocky Mountain plants, sending seeds of these to many parts of this country and abroad.

"Standardized Plant Names," by Olmsted, Coville and Kelsey, is the standard in this office.

E. P. BERNARDIN**Parsons Wholesale Nurseries**

Parsons, Kansas

Established 1870

HEADQUARTERS for Early Harvest
B. B. root grown.**SPECIALIZES IN**
AMOR RIVER NORTH PRIVET.
BUNGEI CATALPA.**BIOTAS.** Best evergreens for the
great southwest.**SHADE TREES.** Large stock, all
sizes.**ORNAMENTALS.** Grown for land-
scape work.

Correspondence solicited

SCARFF'S Nursery**Headquarters for**
Small Fruit Plants
and Lining Out Stock

Strawberries	Hardwood Cuttings
Raspberries	Iris
Dewberries	Mulberries
Blackberries	Sage
Elderberries	Horseradish
Currants	Asparagus
Gooseberries	Rhubarb
Grape Vines	Barberry Seedling
Privet	Althea Seedling
Hydrangea	Calycanthus Seedling
P. G. Russian Olive Seedlings	

Our list quotes lowest prices

W. N. Scarff & Sons, New Carlisle, O.**GRAPE VINES****A Specialty**

ALSO

CURRANTS, GOOSEBERRIES

Best Varieties. Well Rooted

WRITE FOR PRICE LIST**T. S. HUBBARD CO.****FREDONIA, N. Y.**

If you missed getting your adv. in the current issue of American Nurseryman send your copy for the mid-month AMERICAN NURSERY TRADE BULLETIN.

THE F. E. SCHIFFERLI NURSERIES

Established 1890

Fredonia, N. Y.

We offer Grape Vines, Currants, and Gooseberries in all varieties and grades for early spring shipment. Grown by SCHIFFERLI in "The Famous Chautauqua County Grape Belt."

Enough Said**Write for Prices**

BECOME A LANDSCAPE ARCHITECT
Dignified. Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1918. Write for information; it will open your eyes. Do it today.
American Landscape School, 53-F Newark, New York

FOR SALE

Berberry Thunbergii, 2 and 3 yr.
Cal. Privet, all sizes.
Apple, good assortment, 2 and 3 yr.
Also Rose, Ampelopsis, Veitchii, Peaches, Pear, Plum, Asparagus, Strawberry, Currants and Ornamental Stock.

Write for price and stock wanted.

Rockfall Nursery Co.,**ROCKFALL, CONN.****We Specialize Only**

— IN —

Carolina Peach Pits**J. VAN LINDLEY NURSERY CO.**
Pomona, N. C.**COLOR PRINTS****Of Horticultural Subjects**
From Actual Photographs**WRITE FOR SPECIAL OFFER****PROCESS COLOR PRINTING CO.**
(FORMERLY CHRISTY, INC.)**Searle Bldg.****Rochester, N. Y.****Broadleaf and Coniferous EVERGREENS**

English Laurel, Japanese Ligustrum, Gardenias, Aucuba Japonica, Biota, Retinosporus, Thuya.

Price list on request.

Audubon Nursery**H. VERZAAL, General Manager****Wilmington, N. C. P. O. Box 275****New Crop North Carolina Natural PEACH SEED**

We are large shippers of screened Stock.

Write us for prices

HICKORY SEED COMPANY**Hickory, N. C.**

MAGNOLIA GRANDIFLORA, all sizes from 1 to 10'. 2 to 3', \$35.00 per 100; 3 to 4', \$60.00 per 100; 4 to 5', \$100.00 per 100. Conifers and broad-leaved evergreens in quantity. Write for prices.

VALDESIAN NURSERIES**BOSTIC, N. C.****TREE SEEDS**

Send for catalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

CONYERS B. FLEU, JR.**6625 Ross St., Germantown, Philadelphia****EVERGREENS**

For Lining Out
Seedlings and transplants.
Write for our price list.

THE SCOTCH GROVE NURSERY
Est. 1871**SCOTCH GROVE, IOWA****Apple, Peach and Other Fruit Trees, California Privet 2-yr.****Grapes, Roses, Shrubs, etc.****H. J. CHAMPION & SON****PERRY****OHIO****RELIABLE PECAN TREES**

We offer selected Pecan Trees, produced by improved methods of careful bud selection which insure profitable results for the planter. All standard varieties. Make your reservations now. We grow other nursery stock, especially good budded and grafted Rose Bushes.

SUMMIT NURSERIES, Monticello, Florida**GREENHOUSE GLASS**

Double and single thick selected glass all sizes, from 6 x 8 to 16 x 24

Ten boxes or more at wholesale prices

ROYAL GLASS WORKS**North 10th St., and Kent Ave.**
BROOKLYN NEW YORK**WHITESHOWERS****Watering Equipment**For Inside and Out. Send for Circular.
6458-71 DuBois Street, Detroit, Mich.**PRIVET AND BERBERIS****SPLENDID STOCK**

Write for Special Quotations for

Fall Delivery

LESTER C. LOVETT**Milford****Delaware****THE AMERICAN ASSOCIATION OF NURSERYMEN**

Is accomplishing much for the Nursery Trade. Practical Departments and Active Committees are at work.
Are YOU a MEMBER? Write **CHARLES SIZEMORE, Sec'y, LOUISIANA, MO.**, for full particulars.

American Association of Nurserymen
BUILDERS of BEAUTY

American Association of Nurserymen
BRINGERS of BOUNTY

PRELIMINARY THOUGHTS ON COST ACCOUNTING

C. STUART PERKINS, Philadelphia, Pa., Before American Association of Nurserymen, Atlantic City

THERE are only a few fundamental rules of profit making. The first is—charge a little bit more for your product than it ACTUALLY costs you. This is a very sure way of making a profit.

There is a catch to this, though. In order that this rule may function you MUST KNOW THE FACTS ABOUT YOUR BUSINESS. One way of losing that profit is to guess at the facts; guess at the market conditions; or guess at your costs.

Suppose we make an analysis to see just how much you know about your business.

1. Can you tell just what your AVERAGE production per acre is for Baby Ramblers, Ampelopsis, etc.?

2. Do you know whether you are getting the proper return from that nine acres up back of the big barn?

3. How many items of your list could you get on contract to better advantage than to grow them?

4. Which items of your list are being carried through on the profits of the others?

5. Are your salesmen's expenses, commissions and salaries bringing in the returns this investment should?

6. If you are a catalogue retailer, are you getting the proper return from your catalogue and from your other advertising?

I could go on questioning at great length, but what is more important is the answer. IF NOT WHY NOT?

BECAUSE YOU DO NOT KNOW THE FACTS OR IF YOU DO KNOW THEM YOU WON'T FACE THEM.

MODERN BUSINESS NOT GUESSING

We had the pleasure of discussion of this subject last week with the American Seed Trade Association at Chicago. In their discussion of "Profit Making" one of their members mentioned a government report showing the yield of lettuce seed in Michigan as 600lb per acre. Of course, they were all amused. One member said it should be 400lb. A member from Detroit was consulted and his records showed 200lb. Who was right? Who had the facts?

Every time you guess you gamble.

Every time you gamble you worry.

Every time you worry you lose.

Modern business is not guessing, gambling or worrying. It is a science in which you must know all the rules and conditions and face them squarely to win.

I have heard many of you say "Our business is different." Of course, it is. Every business is different, but there are certain fundamental rules that govern them all.

You say your product is at the mercy of the weather. Is that any reason why you should not have all the facts before you?

Insurance companies take every conceivable risk and still keep in business. How long do you suppose they would last if they did not know the facts? Could they stay in business without an actuarial department to give them the average possibility of their risks? Does your insurance agent come around to you and say, "Bill, you haven't had a fire in ten years. Guess I'll reduce your premium."

What do YOU do? You have a good stand this year so you go around peddling your stuff in a contract for future delivery at a low price. What facts are you facing? None but what are directly before you, those of your last crop.

You say your selling price is controlled by the market supply and demand.

Please tell me whose selling price isn't. You may think the large concerns that apparently control their markets have no competition. Suppose they do control their markets, can they put their prices up to any figure? As soon as their selling price becomes high enough it attracts competition from new small concerns. You know that yourself from experience with fence corner growers.

The best medium made to give you the facts,—ACTUAL FACTS,—about your business is cost accounting.

Your choice first is to each go to your local accountant and have him put in an individual system. The alternative is to employ a firm of experts in accounting to make a complete survey of your individual problems in each class of the Nursery trade, wholesale, mail order, agency, etc. The ac-

counting plan should be combined into a complete, unified system. The individual installations would be made to include only the units needed.

THE ADVANTAGES

The advantages of the Unified Plan are these:

1. When you discuss expenses, profits, etc., you talk a common language.

2. Where each member knows the facts it dulls the edge of the price cutter's knife. To be sure you cannot eliminate price cutting in any group of business men, but when you put the facts squarely up to a business man he at least thinks twice before he slashes his prices below cost.

3. The "little fellows" who do not install the association system are in the minority in volume of sales. They also either realize that the others know the facts and follow their lead as to prices, or else go out of business for lack of profits.

4. The Unified Plan is by far cheaper. With twenty-five installations you save almost two-thirds of the cost of individual installations.

BENEFITS TO INDIVIDUAL

The benefits to the individual who is a member of the unified plan are these:

1. It gives him the facts about his business.

2. It cuts out or puts on a profitable basis present unprofitable lines.

3. It gives him just that much more guts to stand out for his legitimate profit and not cut prices.

Do you realize that you can ask anything reasonable from the consumer for Nursery stock of known and absolute quality? Where you fall down is in the internal mechanism of producer to retailer. Each one of you knows little or nothing of his costs to pass onto the next man plus a reasonable profit.

Let me tell you of a little association plan we just worked out. It is the association made up of private school teachers in the East. They could get any reasonable price they wanted for their services because they, like you were, in a measure, artists. The trouble was they didn't know how much to ask. We gave them a unified accounting

and cost system and now they know how much it costs them for their French Department, Boarding Pupil, Bus to Station, etc., and they get their proper profit.

Representatives of two hundred or more National Trade Associations met in New York last March to discuss the results and future plans for just this work. The U. S. Department of Commerce recommends that EVERYONE keep their costs, and the American Bankers Association is taking more confidence in firms with good general and cost accounting systems. The Banker is more sure of the facts about your business.

Last week the American Seed Trade Association accepted a proposition from us for a Unified System for their association. If it can be applied to the Seed Trade, with its very diversified interests, it could be applied to the Nursery trade.

In Nursery Trade Bulletin

Uniform Nursery Shipping Tag	
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To Extend Shipping Season	
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The remainder of the famous peony collection of the Peterson Nursery has been purchased by P. L. Battey, proprietor of the Northbrook Gardens, 453 Skokie road, Glen-coe, Ill.

The suggestion by William F. Miller, chairman of the entertainment committee of the A. A. N., that good roads led to the Atlantic City convention, resulted in motoring to the convention by 45 from several states, including Missouri and Indiana, besides many from New Jersey.

Palm City Fruit and Nursery Co., Palm City, Fla., has been incorporated; \$25,000; E. M. Cleveland and others.

WANT ADVERTISEMENTS

We have an opening in our organization for a young man who is an experienced nurseryman, as an assistant general foreman, with the prospects of advancing to general foreman if his work is satisfactory. Must have at least a good high school education, must be capable of handling efficiently 50 to 100 men and experienced in the propagating and growing of a general line of nursery stock for the retail trade—evergreens, shrubs, fruit trees, etc.

We have 250 acres or more in nursery stock, just outside the city limits of Richmond, Va., a progressive city of 180,000 people—where the climate is ideal with no extremes of temperature.

State your age, whether married or single and positions held for the past five to ten years, and state salary desired, and send photo if possible.

We also have an opening for an experienced Rose budger with experience in shrubs and evergreen propagating.

Also two or more budders on fruit stock.

W. T. HOOD & CO.

3025 Chamberlayne Avenue

RICHMOND, VIRGINIA

ASSISTANT NURSERY SUPERINTENDENT

WANTED—First-class man to assist in running two nurseries two miles apart. Salary according to proven ability. Must have experience handling labor efficiently in propagating, growing, shipping, etc. Northern experience preferred. Give education, details of experience, references and previous salary in first letter.

AMERICAN FORESTRY COMPANY

FRAMINGHAM CENTER, MASS.

Fruit Prospects

Much more than the usual quantity of apples, peaches, pears and grapes will be produced this season in the Eastern and Southern States, according to the July forecasts of the United States Department of Agriculture. Total production of apples in the United States this year is expected to be 196,000,000 bushels or almost exactly the same as it was last season. The crop is distinctly better than last year in most of the North Atlantic, South Atlantic, and South Central States, but everywhere else is materially smaller than that of last year. During the past ten years the crop has five times been larger and five times smaller than the forecast for this season.

WANTED

Reliable, steady working foreman who thoroughly understands hardy, outdoor perennials and shrub propagation, competent to take entire charge of a commercial nursery near Philadelphia. No applications considered unless full particulars accompany reply, which will be treated strictly confidential. State experience, age, where employed, how long, and references. Salary and interest in profits and rental free in new home. Permanent arrangement if satisfactory. Splendid opportunity to right man. **B-22, care American Nurseryman, Rochester, N. Y.**

The Greening Nursery Company

MONROE, MICHIGAN

Born 1850—Still Growing

Are the authorized American Representatives for **FRATELLI SGARAVATTI**, Saonara, Italy, Largest and Best Seedling Growers in Europe.

The results we have had with Sgaravatti Seedling stock led us to act as their American representatives. We guarantee **Lowest Prices, Accurate Grading, Strong Root Systems, and Best Quality.**

Apple, Pear, Plum, Cherry, Quince, Rugosa and Manetti.

Write for Prices.

Address as above.

The Greening Nursery Company

We Sell TO THE TRADE ONLY

APPLE: 2-yr. buds.
PEAR: 2-yr. buds.
CHERRY: 2-yr. buds.
PLUM: 2-yr. buds.
PRUNE: 2-yr. buds.
GOOSEBERRY: Oregon Champion, 1 yr.
CURRANT: A general assortment including Perfection 1 and 2 yr.
ROSES: Portland grown, 2 yr. buds.
CLEAN COAST GROWN SEEDLINGS: Apple, Pear Mahaleb, Mazzard, Myrobalan and Norway Maple.

Also a large assortment of general Nursery Stock including one year budded Fruit Trees, Nut and Ornamental Trees, Shrubs, etc.

Our soil and climate produce a fine system of fibrous roots, without irrigation.

**Portland Wholesale
Nursery Company**
971 Sandy Boulevard
Portland Oregon

THE COLE NURSERY COMPANY

PAINESVILLE, OHIO
W. B. COLE, President

FRUIT TREES—Especially, Dwarf Apples, Pears, Plums, Peaches.
SMALL FRUITS—Grapes, well grown, Asparagus, Currants.
SHADE TREES—Our general good assortment. Root Pruned.
EVERGREENS—Fair assortment.
SHRUBS—Deutzia Gracilis, Deutzia Lemoinel, 500,000 Privet, California, 2 years, Spirea, 20 sorts. Weigelia Eva Rathke, Weigelia Variegated, Weigelia Candida.
VINES—Strong Plants. Honeysuckle, Halls, Clematis Paniculata. Aristolochia Siphon, 2 years.
ROSES.
PERENNIALS—Large Assortment.
PHLOX—Especially strong plants.

LET US QUOTE YOU

Choice Florists Flower Seeds
and
Seeds of all Hardy Perennials
Kelway & Son
LANGPORT ENGLAND

**FANCY GERMAN IRIS,
MIXED JAPAN IRIS,
BUXUS SUFFRUTICOSA**
THE GARDEN NURSERIES
A. E. Wohler, Owner, Narberth, Pa.

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STANDARDIZED PLANT NAMES

Compiled By
**American Joint Committee on
Horticultural Nomenclature**

J. Horace McFarland, Chairman
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The Standard Authority

For all dealings and writing on Plants in the United States; giving correct scientific and common names, for quick reference. Fourteen influential organizations co-operated. Mechanical cost alone nearly \$10,000.

Invaluable to the Nurseryman

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Profusely Illustrated
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The Preferred Stock

Jackson & Perkins Company in its fifty-first year

¶ A half century of service to the Trade in the field of floriculture and horticulture! Fifty years of original and consistent work—fifty years of square dealing and conscientious service—have won for us a high standing with the trade.

¶ During this half century our business has steadily increased and the good will we have built shows a corresponding growth.

¶ Fifty years of progress—fifty years of constructive development—has a significance to YOU!

**If you are not familiar with
J. & P. "Preferred Stock"
write for details today.**

¶ Anticipate your Fall requirements now and send in your reservation.

Rosegroves and Nurseries

Jackson & Perkins Company
Wholesale Only
Newark, New York.

The Acorn

¶ It's a monthly booklet that we print and distribute in the interest of good printing.

¶ The June issue was a special number for Nurserymen. It had 16 pages of reading matter about Catalogues and printed matter to help sell trees and plants; and 8 pages of pictures to show how effectively plain and colored illustrations can be used.

¶ We have had so many requests for copies that we are printing a second edition.

¶ If you have not yet received a copy and think you might be interested in it, we shall be glad to mail one on request. Some of our friends have written us about it in complimentary terms.

THE DU BOIS PRESS

Horticultural Color Printers

Rochester, New York



GET READY

Now to check our Bulletin No. 1, out in September. It will save you money, and covers a complete line of stock.

EVERGREENS
ORNAMENTAL SHRUBS, short crop
BARBERRY THUNBERGII, by the carload
as well as
CALIFORNIA PRIVET
BABY RAMBLERS, best block we ever grew
H. P. ROSES, many varieties and well
branched
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our climate, our soil, and special care
produce the best seedlings in the coun-
try.
BARBERRY THUNBERGII, 2 yr., not trans-
planted. Special price.
FOREIGN FRUIT TREE SEEDLINGS AND
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Seedlings that are right.

**Grown, Graded, and Handled on a
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MANCHESTER, CONNECTICUT
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American Nursery Trade Bulletin
American Nut Trade Bulletin

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24 Issues for \$30

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AMERICAN NURSERY TRADE BULLETIN

In both publications for the single rate
Twice a month publicity

THIS SPACE

\$2.50 Per Month Under Yearly Term
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Less Than Yearly: \$2.80 Per Month

Vincennes Nurseries

W. C. REED & SONS
Vincennes - Indiana

We are pleased to offer for Fall 1924

CHERRY, ONE YEAR SOURS, 11/16 up
CHERRY, ONE YEAR SOURS, 9/16 to 11/16
CHERRY, ONE YEAR SOURS, 7/16 to 9/16
CHERRY, ONE YEAR, 2 to 3 feet
SWEET CHERRY, ONE YEAR, 5/7 ft., 4/5 ft. & 3 to 4 ft.
CHERRY, TWO YEAR, XX
CHERRY, TWO YEAR, 11/16 up
PEACH, ONE YEAR, Leading Varieties
APPLE, ONE YEAR, Buds

Largest Producers of Cherry Trees in the World
IMPORTED FRENCH PEAR & CHERRY SEEDLINGS
GET OUR PRICES

J. H. Skinner & Co.

Topeka, Kansas

— WE OFFER —

APPLE, CHERRY, PEACH, PLUM
and KIEFFER PEAR TREES

APPLE SEEDLINGS
JAPAN PEAR SEEDLINGS

Forest Tree Seedlings:

BLACK LOCUST, HONEY LOCUST
CATALPA SPECIOSA

Shrubs in Car Lots

ALSO

Weeping Mulberry
Catalpa Bungeii
Evergreens

Large assortment of lining out stock

Onarga Nursery Company

Onarga, Illinois
CULTRA BROS., MGRS.

SINCE 1850

Wholesale growers of high grade Nursery Products. We offer for Fall 1924 and Spring 1925:

APPLES, 1 and 2 year Buds PLUMS, 1 and 2 year
PEACHES, 1 year GRAPES, 1, 2 and 3 year
PEARS, 2 year ASPARAGUS, 2 year

BARBERRY THUNBERGII
SHADE and ORNAMENTAL TREES
SHRUBS, ROSES, ETC.

CALIFORNIA PRIVET, 1 year, 6-12", 12-18", 18-24", 2-3'
CALIFORNIA PRIVET, 2 year, 2-3' and 3-4'

SPECIAL PRICE ON CARLOAD LOTS

We want EVERGREENS, 18 inch and up, also LINING
OUT STOCK of all kinds. Send us your want and surplus lists.

Franklin Davis Nurseries, Inc.

629-631 N. Howard Street Baltimore, Maryland

CHERRY TREES

Sweets on both mazzard and mahaleb
stocks, one and two year.

Sours on mahaleb stocks one and two
year.

Trees grown in a "cherry country"
where both sour and sweets flourish.

WRITE FOR PRICES

J. F. JONES, Lancaster, Pa.

Wathena Nurseries

WATHENA, KANSAS

Offer 2-year APPLE in car lots

FRUIT TREES

—AND—

SMALL FRUITS

Wathena Nurseries

ROBERT N. ADAIR, Prop.

The Whole Subject of Nursery Trade Publicity

By a system exclusively its own, this publishing company covers the American Nursery Trade thoroughly. Advertisements entrusted to its care are published first in the "American Nurseryman," through which they reach subscribers, and then are published in the "American Nursery Trade Bulletin" through which they reach the remainder of the trade. The rate for advertisements covers the double service, on the 1st and 15th each month. Forms close on the 25th.

BETTER THAN ANY TRADE DIRECTORY—Mailing Lists changed daily.

American Nurseryman and American Nursery Trade Bulletin

ALL ADVERTISEMENTS ARE RUN IN BOTH PUBLICATIONS
ABSOLUTELY COVERING THE TRADE

FOR THOSE WHO DO NOT ALREADY KNOW

BUSINESS Announcements in this Chief Exponent of the Trade reach the Nurserymen of every State in the Union. An absolutely independent publication. Edited by the Founder and Dean of Nursery Trade Journalism in America, it continues its pronounced lead in movements which have characterized trade progress for a quarter of a century. Practically every important action on the part of Nursery organizations of the country, national, district and state, has been urged and foreshadowed in the columns of the "American Nurseryman" for months or years beforehand.

That is an unparalleled record. The proof is in print in the files of this journal, open to all.

THE AMERICAN NURSERYMAN, 30 State Street, ROCHESTER, N. Y.

Advtg. \$2.00 Inch CHIEF EXPONENT OF THE NURSERY TRADE Sub. \$2.00 Year
American Nurseryman Advtg. are included in American Nursery Trade Bulletin Monthly

TRADE SENTIMENT

A letter recently received from President Robert Pyle of the Conard & Jones Company says: "Your recent issue serves to reinforce a conviction that has been growing with me that you are alive to the interests of the Nurserymen and sensitive to their needs. I want you to know that some of us appreciate the fact that we have a Trade Journal which may be counted upon to help boost the movements that are for the betterment of the industry generally."

The D. Hill Nursery Company in a recent letter said: "I am more than ever convinced that the "American Nurseryman," being an independent Trade Journal, is a logical medium which should be dominant in the Nursery Field."

"Your publication is doing a great work. We are all with you."—John A. Young, President, Aurora (Illinois) Nurseries.

Subscription: \$2.00 per year, Three Years, \$5.00

AMERICAN FRUIT PUBLISHING CO.,
30 State St., ROCHESTER, N. Y.

Kelsey-Highlands Nursery

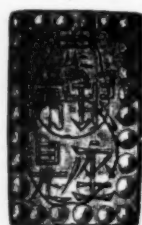


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"The most beautiful American Conifer."

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CANADA HEMLOCK
WHITE BIRCH SEEDLINGS
PAPER BIRCH SEEDLINGS
SPECIMEN EVERGREENS, Small and Large
FLOWERING CRABS, the best species from Arnold Arboretum.

We offer the above and many other of the finest ornamentals ever offered the American Trade.

Harlan P. Kelsey
SALEM, MASS.



Let us talk to you
about furnishing YOUR
wants for Fall, 1924, in
FRUIT TREES, ROSES
HEDGE PLANTS,
ORNAMENTAL SHRUBS and EVERGREENS

GOOD VARIETY LIST AND EXCELLENT STOCK
TRADE LIST READY AUGUST 15TH

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Apple, Peach, Figs, Grapes, Asparagus
roots, California Privet, Climbing Roses,
Ornamental Shrubs, and lining out stock
for Fall 1924 and Spring 1925.

Let us have your want lists.

JONES' NORFOLK NURSERIES
200 Terminal Building, Norfolk, Virginia.

APPLE, PEACH, PEAR and PLUM
TREES. GRAPE VINES. NEW CROP
NATURAL PEACH SEED.

Let us quote you on your wants.

G. M. Allison Nursery Co., Inc.
SMITHVILLE, TENN.

GRAPE VINES

Also Currants, Asparagus, Strawberries.
Send for Price List and Particulars.

ESSIG NURSERY
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HARDY PERENNIAL PLANTS
EXCLUSIVELY

Write for Trade List.

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WE SUGGEST RESERVATION OF ADVERTISING SPACE NOW
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In **The American Nurseryman** Chief Exponent of the
American Nursery Trade

Every Advertisement is repeated in the AMERICAN NURSERY TRADE BULLETIN, thus covering the Trade.
See Schedule of Information on other page of this issue. Ought your two-inch card to be standing regularly in the
"Directory of American Plant Propagators," as in this issue. \$5.00 per month for 2-inch space under yearly term.

AMERICAN FRUITS PUBLISHING COMPANY, Inc., 39 State St., Rochester, N. Y.